Advertising Written Task

Independently, each student will write EITHER a 4-5 paragraph written commentary on our sample ad OR comparative paper analyzing the sample ad and comparing it to an ad from another time period.

**Commentary**- *analyzes* the different parts of the advertisement and their purpose

**Comparative**- *analyzes* the different parts and their purpose AND *compares* the sample ad to advertisements from another time period.

Be sure to consider the following elements in your analysis:

* **Advertising techniques** (Ad techniques/terms, language, layout, presentation, colour, arrangement/composition, etc.)
* **Genre conventions** (newspaper, magazine, television)
* **Purpose**
* **Audience**
* **Social; historical context**

Finally, remember to ***evaluate*** rather than describe! Use our terms and support your ideas with examples from the advertisements.